

## CLAIMS

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A continuous web of lenticular labels comprising:

5 a label stock having a longitudinal axis;

a first lenticular assembly including first lenticules adhered to the label stock, said first lenticules transverse to the longitudinal axis, said first lenticular assembly and said label stock forming a first lenticular label;

10 a second lenticular assembly including second lenticules adhered to the label stock, said second lenticules transverse to the longitudinal axis, said second lenticular assembly and said label stock forming a second lenticular label, said first and second lenticular assemblies disposed on the label stock so that the first lenticules and the second lenticules are substantially parallel to one another; and

15 a release liner secured to at least one of the label stock and the first and second lenticular assemblies.

2. The continuous web of lenticular labels of claim 1 wherein the label stock defines a window and said lenticular assembly is viewable through the window.

3. The continuous web of lenticular labels of claim 2 wherein the lenticular assembly includes a margin, said margin adhered to the label stock in a region of the label stock immediately adjacent said window.

4. The continuous web of lenticular labels of claim 1 wherein the label stock includes a window and said lenticular assembly is viewable through the window.

5. The continuous web of lenticular labels of claim 4 wherein the label stock is constructed of at least one of a transparent and a semitransparent material in the region of the label stock corresponding to the window.

6. The continuous web of lenticular labels of claim 4 wherein the label stock is constructed from at least one of a transparent and a semitransparent material and the material includes print in the regions around the window.

7. The continuous web of lenticular labels of claim 1 wherein the first and second lenticular assemblies each include a visual image effect printed thereon, and wherein each visual image effect is perceived by an operator when the operator views the first and second lenticular assemblies along a plane substantially parallel to the longitudinal axis.

8. A continuous web of lenticular labels comprising:  
a continuous label stock including a longitudinal axis and an adhesive;  
a plurality of lenticular assemblies, each including lenticules, said plurality of lenticular assemblies adhered to said continuous label stock with said adhesive wherein said lenticules are substantially transverse to said longitudinal axis and substantially parallel to one another.

9. The continuous web of lenticular labels of claim 8 comprising a plurality of windows in said continuous label stock, each of said plurality of lenticular assemblies aligned with corresponding windows so that the lenticular assemblies are viewable through the continuous label stock.

10. The continuous web of lenticular labels of claim 8 wherein each of said plurality of lenticular assemblies include a base disposed opposite the lenticules and an image printed on the base.

11. The continuous web of lenticular labels of claim 8 wherein said plurality of lenticular assemblies each include a base opposite the lenticules, and a lenticular stock including an image printed thereon, said lenticular stock adhered to said base.

12. The continuous web of lenticular labels of claim 8 wherein the lenticular assemblies are oriented on the continuous label stock in side-by-side relation.

13. A container label system comprising:

a container including a container longitudinal axis;

a base label including an adhesive thereon that adheres said base label to said container; and

a lenticular assembly secured to said base label with said adhesive, said lenticular assembly including a plurality of lenticules and a plurality of images printed in alignment with said lenticules to form a visual effect image, said plurality of lenticules oriented substantially parallel with said container longitudinal axis, wherein the visual effect image is perceived by a viewer when the container is rotated about the container longitudinal axis.

14. The container label system of claim 13 comprising a window in the base label through which the images are viewed.

15. The container label system of claim 13 wherein the base label defines a window, and wherein the lenticular assembly is positioned between the base label and the container and at least partially viewable through the window.

16. The container label system of claim 13 wherein the base label includes a window, and wherein the lenticular assembly is positioned between the base label and the container and at least partially viewable through the window.

17. A method of manufacturing a continuous lenticular label web comprising:

advancing a continuous label stock web in a first direction;

serially joining a plurality of lenticular assemblies, each including lenticles, with the continuous label stock so that the lenticles of each lenticular assembly are oriented substantially transverse to said first direction and substantially parallel to one another.

5           18.    The method of claim 17 comprising the step of cutting individual labels from the continuous label stock web.

          19.    The method of claim 17 wherein the lenticular assemblies are in the form of a sheet.

          20.    The method of claim 17 wherein the label stock web includes or defines a  
10   plurality of windows, comprising aligning each of the lenticular assemblies with a corresponding window.